

The Networking Institute

Maryville House
43 Carysfort Avenue
Blackrock, Co. Dublin
Ireland
A94VW65

+ 353 1 210 8875
info@thenetworkinginstitute.com

THENETWORKINGINSTITUTE.COM

Training process

The key to successful networking does not depend on one big thing but depends instead on small incremental shifts in behaviour, which when done regularly, become habits and then rituals. Success comes when you change your attitude and become relationship-focused rather than transaction-driven. It is as much about what you can do for other people as what they can do for you.

The networking course equips participants with the networking skills to survive and thrive in a rapidly changing world.

- | | | | |
|---------------------------------|---|--|---|
| 1 A changed world | 2 What is networking? | 3 Characteristics of great networkers | 4 Realities of business |
| 5 Social capital | 6 The four-step networking process | 7 Hi-tech and hi-touch | 8 The myth of individualism |
| 9 Funnels of serendipity | 10 The power of attention | 11 Strong and weak connections | 12 Networking and your career progress |
| 13 Trust | 14 Speaking and presenting | 15 Attitude & behaviour | 16 Networking and your personal brand |

Our programme includes three key elements to help participants reach their full networking potential.

1

The instructor event

A three-hour interactive workshop that explains why networking is so important and the benefits of taking a strategic approach to auditing your network. The instructor will walk you through a 4-step process that will enable you to build a strong, diverse and relevant network.

2

The expansion of knowledge

During this phase of the programme participants will be enrolled in our online networking course. Along with the course content, participants will be able to access industry-specific articles and recommended readings and videos. The course modules cover 16 topics:

3

The collaborative moment

This last stage of the programme encourages ongoing peer-to-peer learning through online discussion, course feedback and online workbooks. Participants become part of an interactive community whose level of engagement can be measured.



Team leaders

Kingsley Aikins

CEO

Kingsley, an Economics and Politics graduate of Trinity College, Dublin, has worked in 6 countries during a career in trade and investment, philanthropy, education and tourism and has worked for major international organisations, governments and countries. Throughout this unique experience he has come to appreciate the importance of networking and sees it as the 'glue' that makes everything happen.

As a result he and his colleagues have developed a unique and distinctive approach to networking training and, through The Networking Institute, they want to share their methodology with a worldwide audience.

Claire McDonough

COO

Masters from the Harvard Graduate School of Design. Claire understands that aesthetic thinking enables the simple communication of complex concepts. This approach is a key factor in the strategy and design of The Networking Institute courses.

Margaret Morgan

Research and Course Development

Masters from the Harvard Graduate School of Education. Margaret evaluates and develops ever-changing networking content to deliver a product that is inspiring and educational.

Marcos Keane

Social Media

Professional and postgraduate diploma in Digital Marketing. Marcos oversees The Networking Institute's digital presence and his expertise in marketing is crucial to communicating content to an online audience.

Morgan Pierce

Marketing Strategy

Graduate of Columbia University in Computer Science and Economics. Morgan has worked in the multinational and SME sector and is an advisor to SME businesses in Marketing and Fintech, helping navigate the complex world of engagement marketing and advising on go-to-market strategies.

The Networking Institute helps people and organisations achieve their goals through networking. We have trained over 10,000 people in more than 100 organisations in 20 countries in the areas of networking, philanthropy & fundraising, public speaking & presenting and diaspora engagement over the past 10 years.

We've worked with:

Networking

- | | | |
|-----------------|---------------------|----------------------------------|
| Google | HSBC | ACCA |
| Accenture | Byrne Wallace | Intel |
| LinkedIn | Deloitte | Trinity College Dublin |
| KPMG | UBS | National University of Singapore |
| AIB | Silicon Valley Bank | Federation of Irish Sport |
| Bank of Ireland | Credit Suisse | Fáilte Ireland |
| Westpac | PwC | |

Diaspora Engagement

- European Union
- US State Department
- INSEAD
- International Organisation for Migration
- Portland Trust, London
- UNICEF
- + 20 countries, regions and cities

Philanthropy & Fundraising

- National Museum Canberra
- Abbey Theatre
- St Andrew's University
- Irish Arts Council
- Hunger Project
- Royal College of Physicians
- Cancer Australia

